**Saturday, December 18, 2010**

**[EDLD 5366 Digital Graphics, Animation, and Desktop Publishing Course Embedded Reflection](http://adelemford.blogspot.com/2010/12/edld-5366-digital-graphics-animation.html)**

Our culminating assignment in EDLD 5366 Digital Graphics, Animation, and Desktop Publishing was to create a newsletter that incorporated the design principles and concepts learned in the weeks prior to this assignment. The four design principles were Contrast, Repetition, Alignment, and Proximity better known as C.R.A.P. Also, various elements of a newsletter had to be included as well as our logo, and animation that we created. Other elements such as photographs, articles, sections, and columns were required as well as submission in pdf. format.

This assignment was not as easy as I thought it would be due mainly to the fact that we could not use a template. Templates spoil us so I understand why we couldn’t use one. The newsletter assignment allowed us to be the designer and set up our newsletter using the concepts that we learned using contrast, repetition, alignment, and proximity. In the article, *Basic Design Principles by John Yearwood, PhD, Assistant Professor, Lamar University explains these concepts in detail.* The article helped me to understand how using contrast can really make your project in this case my newsletter, stand out, how repetition, allows consistency, how alignment leads your eyes in certain ways, and how proximity lends itself to similar items being placed together. In order to put the newsletter together I had to first think of my overall theme and desired audience. I decided on helping people become healthier since that related to my side business of selling Juice Plus (which I also use to supplement my own diet). Basically, my strategy to create my newsletter rested on the ideas of the article by (Lamb, A. (2005). Planning Newsletters. Retrieved from <http://eduscapes.com/sessions/publishing/planning.htm.>)

The information that I placed in the article came from <http://body3fit.wordpress.com/)> by Tom Jacobs, a personal trainer and gym owner.

As a learner, I learn best by doing things over and over. I am then, more of a kinesthetic learner than any other type. Therefore, the Newsletter Assignment allowed me to put into practice what I learned by doing. It was totally hands on and as I mentioned previously, we could not use a template, but had to design the newsletter with set criteria. Learning the design principles made me approach the assignment with these in mind. I kept referring to the class documents as well as the other articles to make sure that I put the needed elements in my newsletter. I must admit that I also didn’t know the formal names of the elements of a newsletter such as master head, pull quotes etc., but despite all of that, I feel my newsletter came out pretty good. The article that was really clear to understand and helped me to include the newsletter elements was

Bear, J. (1997). The Twelve Parts of a Newsletter. Retrieved from <http://desktoppub.about.com/od/newsletters/a/newsletter_part.htm>

Honestly, the discussion board and web conferencing in this class did not help me so much as in my previous class. The discussion board helped when we shared our projects so that we could get an example of what was expected or what others had done. We did this is the first and last weeks of class. It would have been more beneficial to do this throughout our class. In EDLD 5306 The Concepts of Ed Tech, we were required to share and give feedback on each other’s projects before they were turned in. That proved to be a great way to get feedback as to whether you were on the right track or whether you needed to go back to revise before your assignment was due. The clearly defined rubric in this class was the most help to me as I knew when I checked off every point in the rubric explanation that then I should do fine on the assignment.

Prior to this class, I knew nothing about the principles of Contrast, Repetition, Alignment, or Proximity as it relates to design. I never knew that so much went into designing flyer, business cards, etc., because I always went on just what I thought looked good to me. While I am still not fully comfortable, I better understand these principles and can only hope with more practice over time, that I fully understand them and be able to create eye-catching work incorporating these principles as well as teach it to others. The concepts of alignment and proximity still challenge me, so I will do further investigation in order to find more examples of these. Meanwhile, these principles are now stuck in my head and I look for them in others’ work when I never paid that much attention in the past.

I enjoyed this class very much. It didn’t stress me out like in the past class because the pacing of assignments were very reasonable and the assignment requirements were such that you could get things done weekly by doing a little a day and didn’t have to stay up past midnight nightly to get everything done. Each week we created a project that we would be using for the culminating project and incorporated the things we should have learned. Overall, this class and assignments were an awesome learning experience and I will continue my learning through collaboration with colleagues through blogs, wikis and other discussion forums.